

# NPS EDUCATION TOOLKIT

## Toolkit Sample Demonstration

\*This presentation is meant to give stakeholders a conceptual idea of how the NPS Education Toolkit will function. Toolkit specifics will change throughout the development process.

# DEFINITIONS

## TOOLKIT USER

Stakeholders who will log into the toolkit website and customize materials for their audience.

- Local government staff
- Extension agents
- Non-profit groups
- State parks staff
- Etc.

## TOOLKIT AUDIENCES

The persons who will see the completed version of toolkit materials, presented to them by the Toolkit Users.

- Homeowners
- Business Owners
- Students
- Tourists
- Etc.

## STEP 1: LOGGING INTO THE TOOLKIT

NPS Education Toolkit Generator

Start Here



## STEP TWO: SELECT YOUR TOPIC

\*The order of selection and options may change based on feedback from stakeholders.

### Select Your Education Topic

Florida-Friendly  
Landscaping™

Septic/OSTDS



Florida's Water Resources

Stormwater

## STEP THREE: SELECT YOUR SUB-TOPIC

\*The order of selection and options may  
change based on feedback from stakeholders.

Select Your Sub-Topic:

System Maintenance

System Upgrade

Connection to Central  
Sewer



## STEP FOUR: SELECT YOUR AUDIENCE

\*The target audience options may change based on feedback from stakeholders.

### Select Your Target Audience

Homeowners



Business Owners

General Public

## STEP FIVE: SELECT YOUR MATERIAL TYPE

\*The material types available may be different for different topics, audiences, etc. based on feedback from stakeholders.

Select Your Material Type:

Flyer

Door Hanger



Social Media Post

Poster

## STEP SIX: SELECT MESSAGING

\*Messaging will be developed after the stakeholder feedback has been collected and the final topics/audiences have been decided.

### Select Your Messaging:

Save Money Now! Septic repairs and replacements can be expensive. Take advantage of the city's rebate program and connect to central sewer today.

Your springs need you. Connect to the city's new central sewer system and protect our natural resources for future generations.



Septic Systems are old and outdated. Be cool. Connect to Sewer.



## STEP SEVEN: SELECT ADDITIONAL MESSAGING

\*Some materials may have multiple areas for messaging, titles, pictures, etc. This is just an simplified example.

Materials with multiple text boxes may have text options that are grouped together, so steps five and six would be combined.

### Select Additional Messaging:

#### Did you Know?

- Traditional septic systems are not designed to treat nutrient pollution
- Nutrient pollution is one of the biggest threats to Florida's water quality
- Other Good information about Septic Systems protecting the environment



#### Did you Know?

- On average, homeowners spend \$\*\*\* a year on septic maintenance
- Repairing a failing drain field can cost between \$\*\*\* and \$\*\*\*
- Switching to central sewer can save you \$\*\*\* over \*\*\* years
- Other Good information about Septic Systems saving money

## STEP EIGHT: ADD CUSTOMIZATION

\*The options for customization may change based on material topic, audience, type, etc.

For website options, this may send the audience to an existing DEP website, or a partner website such as EPA's septic maintenance websites. Will be customized for the specific materials.

Insert Your Logo

*Download File Here*

Insert Your Community Name:

Nonpoint City

Select Your Call to Action:

Direct Audience to DEP website

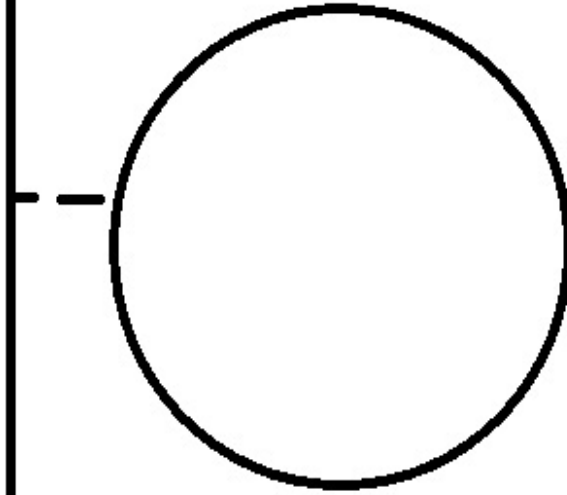
Or

Insert Community website:

NonpointCity/Sewer.com

## STEP NINE: FINALIZE YOUR MATERIALS

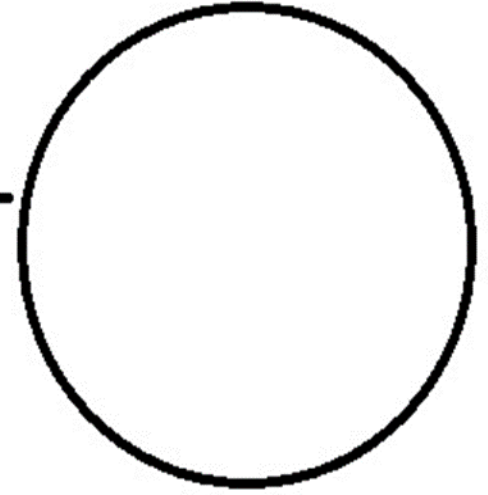
\*Some materials may have different aesthetic layout options. Some materials may be double sided.



Your springs need you. Connect  
to the city's new central sewer  
system and protect our natural  
resources for future  
generations.

Form more information visit  
[NonpointCity/Sewer.com](http://NonpointCity/Sewer.com)

**LOGO**  
PLACEHOLDER



Did you Know?

- Traditional septic systems are not designed to treat nutrient pollution
- Nutrient pollution is one of the biggest threats to Florida's water quality
- Other Good information about Septic Systems protecting the environment



## STEP TEN: SAVE YOUR MATERIALS

Toolkit users will be able to save and/or  
download their materials in a process TBD.

Process TBD